



# 2009 ANNUAL NATIONAL CONFERENCE

MARCH 8 - 10, 2009  
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A magnifying glass with a black handle is positioned over the text. The lens is centered on the text, which is written in a bold, white, sans-serif font. The background of the entire image is a collage of blue and green tones, featuring a 3D bar chart with a green line graph, several syringes, and a blurred background of white pills. The overall aesthetic is professional and data-driven.

**MAXIMIZING  
BRAND POTENTIAL  
IN A VOLATILE  
MARKETPLACE**

# A Day In The Life: Using Video Diaries to Capture Insights and Advance Your Brand

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# Agenda



# Business Situation

- MedImmune and RSV infection
- Premature infants represent a target patient group
- Special edition of a publication targeted at mothers of babies born early
- Goals: raise awareness of RSV among new mothers, help educate caregivers on current needs and concerns, prepare them for what's to come
- What was the best way to access this audience in their own environment?

# Research Objectives

- Explore emotions, informational needs, and daily life of mothers of newly-born, premature infants
- Use anthropological-based market research to access mothers in their environment and on their terms
- Understand how and when to communicate with parents, and connect with them emotionally at a sensitive time
- Use findings to develop the first customized publication by MedImmune and to ensure that the content is relevant to these mothers



# Research Considerations: the Audience

- Lack of accessible databases for mothers of premature infants
- Mothers who had given birth in past 2-3 months
- Time considerations
- Emotional topic and need for sensitivity
- How could we find these women? And once we found them, what kind of research could we feasibly conduct with them?

# 'Pure' Ethnography vs. Video Diaries

- Ethnography typically involves at least 3 days of in-home 'immersion,' filming patients going about their day
  - We anticipated that new mothers would be extremely busy and tired and would not appreciate the intrusion of a videographer
  - Additionally, we knew we might recruit mothers who had other responsibilities such as work or other children to attend to
- Video diaries would give the mothers more flexibility, and allow them to conduct the research when it was convenient for them
  - We would also hear the mothers' narrative in their own words

# Discussion Around Methodology



- Members of the MedImmune and Insight teams came together to discuss the optimal methodology for this research
  - Keeping in mind the objectives while being mindful of budgets, the challenges of the target audience, and the desired timings
- Together it was decided that *video diaries followed by teledepths* would afford the most value for money

# Ensuring Success

- Video diary methodology chosen
- Each participant was FedExed a package containing:
  - Video camera
  - Video tape
  - Instructions on how to use video camera, including photos
  - A list of topics to discuss for 5-10 minutes every day for 5 days
  - Bubble wrap and a FedEx slip to send both the camera and tape back to Insight
- Frequent contact
- Follow-up teledepths

# Sample Topics for Respondents

- How did you feel today, both emotionally and physically?
- What did you do with your baby today?
- Did you meet with or speak with a healthcare professional (Pediatrician, Neonatologist, Nurse, etc) today, and if so, what did you discuss?
- Did you seek out information about babies born early today? If so, from where?

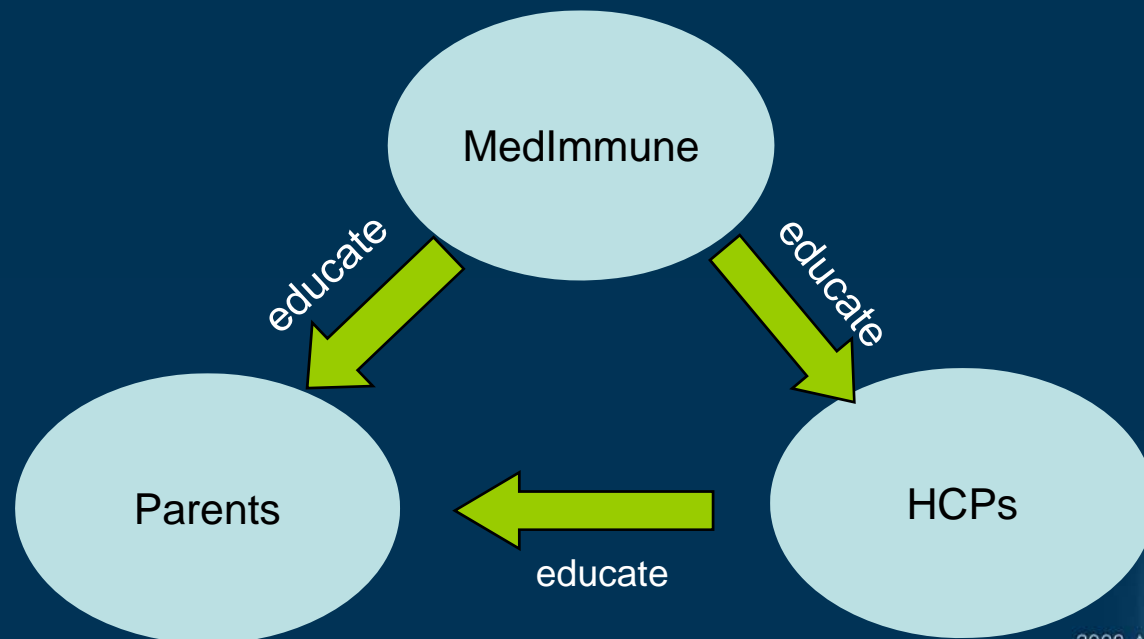


# Findings

- Mothers of newborn premature infants have informational needs that do not fade over time
- Mothers need information that does not cause fear or panic
- Mothers mention a centralized website, a magazine, and a DVD as optimal for receiving information

# Findings

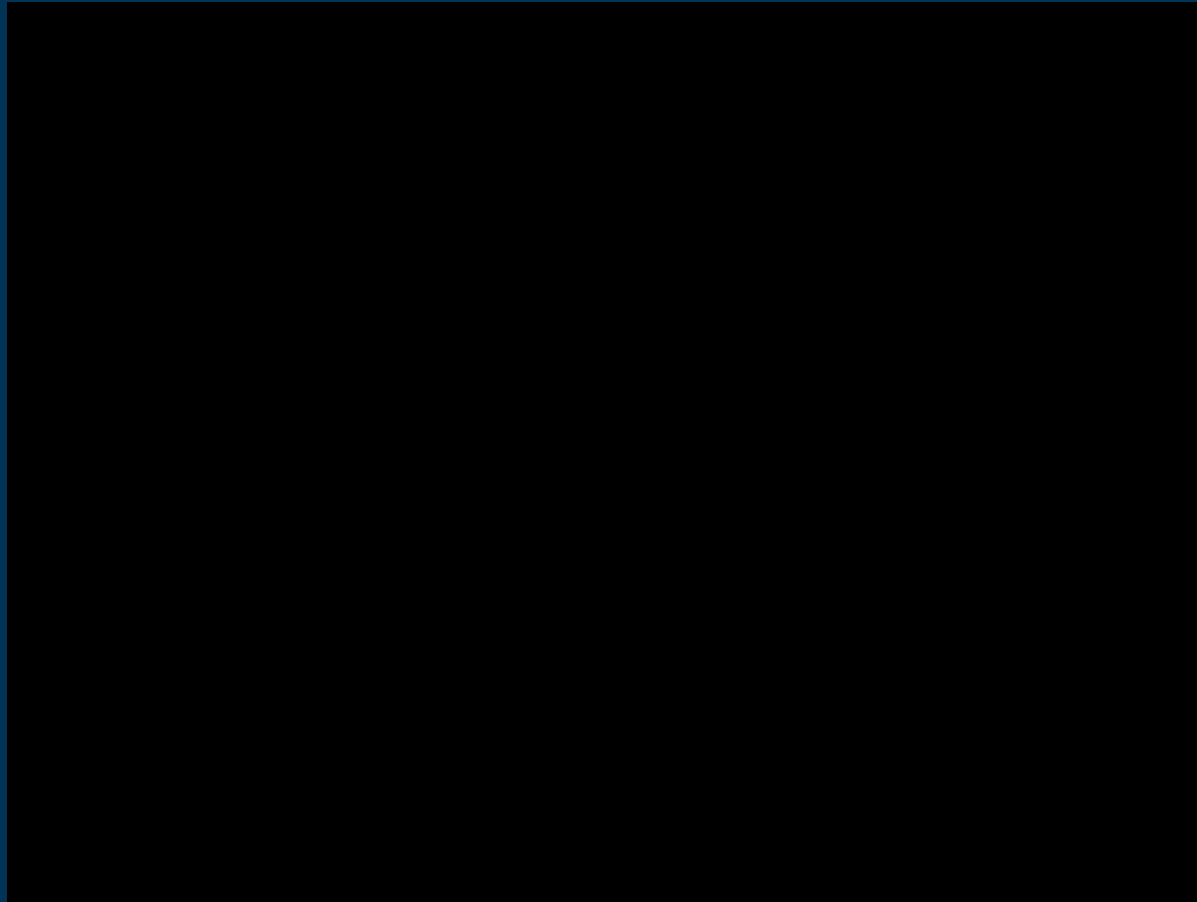
- Disconnect between some mothers and their pediatricians
  - The pediatrician expects the mother to ask questions and the mother does not know what to ask
- Especially true around RSV infection, which is not a well-known condition among lay people
- MedImmune has opportunity to educate both HCPs and parents, and to improve their dialogue



# Introducing Elizabeth

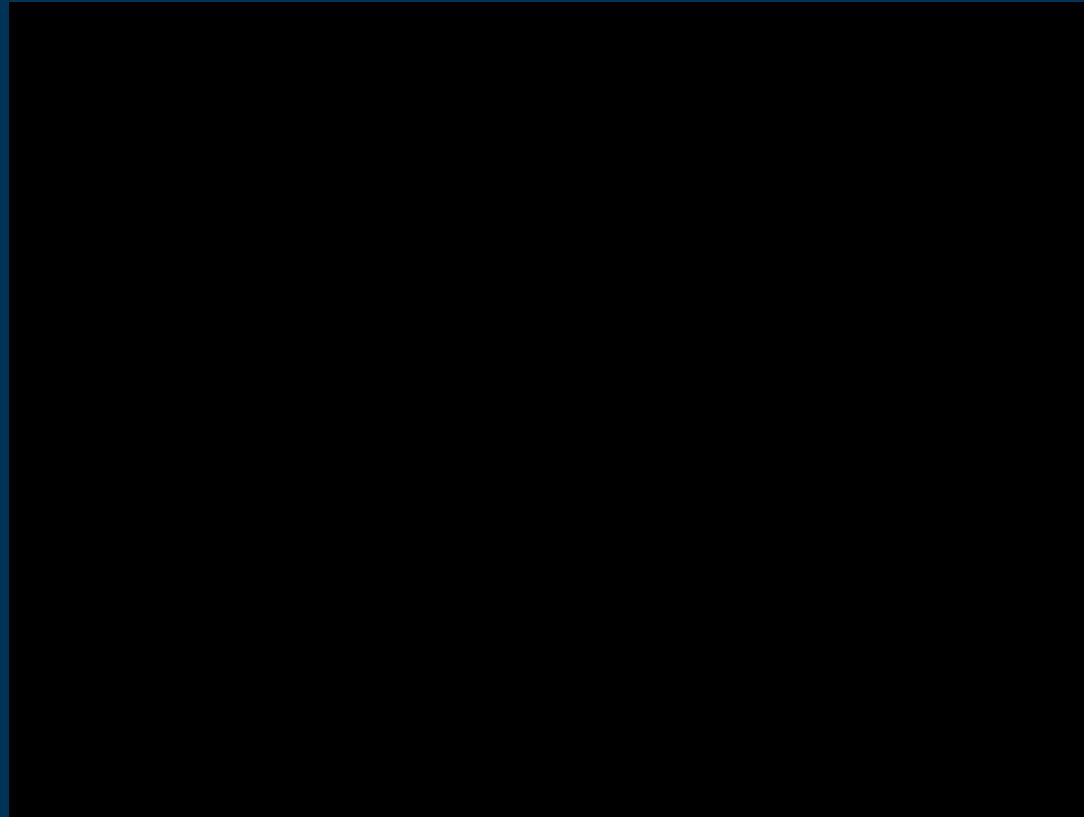
- Elizabeth is a middle-class, professional 32 year old woman
- Elizabeth's baby is born at 35 weeks and spends 11 days in the NICU

# Video Diary Clips



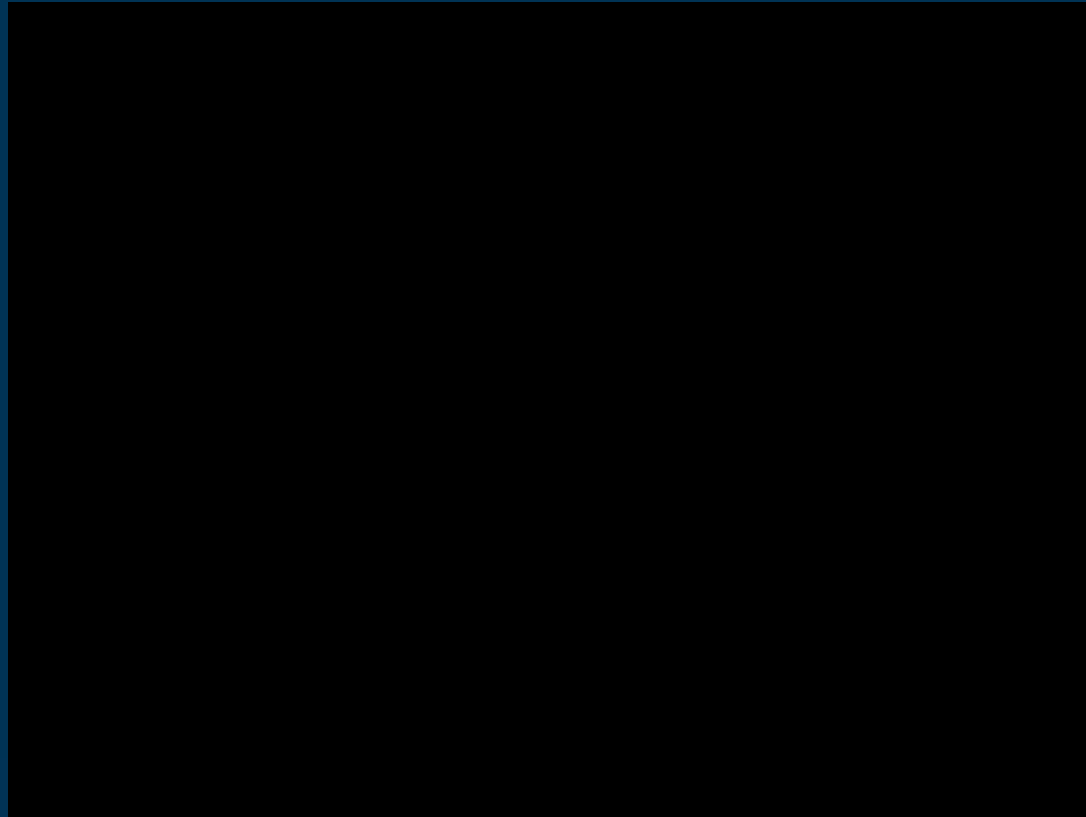
- Elizabeth narrates the story of her first son's birth

# Video Diary Clips



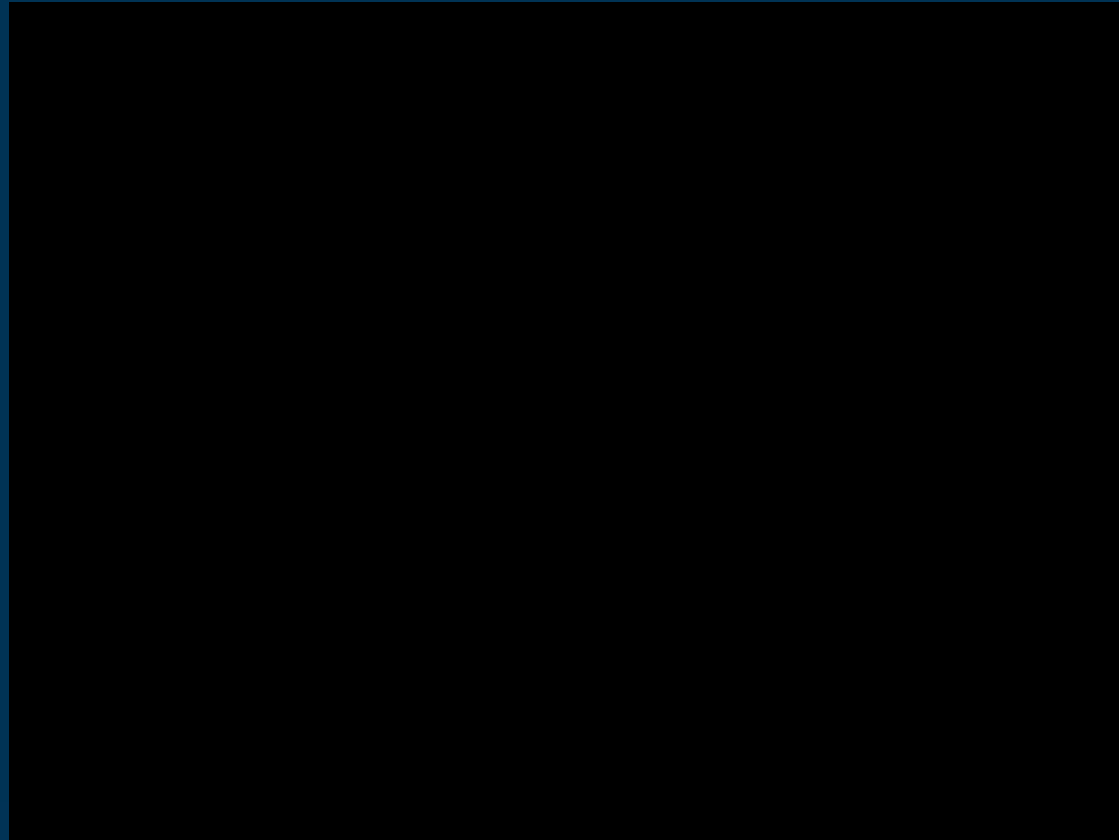
- Elizabeth struggles with the definition of 'preemie'

# Video Diary Clips



- Elizabeth is unsure her pediatrician understands her baby

# Video Diary Clips



- Elizabeth describes what she would find helpful

# Unexpected Challenge

- Set-back with communication piece at end of research
- Unclear if there would be publication to take forward

# Looking Ahead

- MedImmune moves forward with a new publication, focused on further education
- Takes on board mothers' suggestions in the optimal format and addresses mothers' needs
- *Born Early Magazine* + Workbook in June 2008
- Educates on pre-term infants' health and RSV infection

**For more information, please contact . . .**

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The Insight Research logo consists of the words "insight research" stacked above "insight insight" in a blue, lowercase, sans-serif font. To the right of the text is a vertical blue bar with a white, abstract, cloud-like pattern.

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